



Internship Role Description

for Eleven+ Scholar Applicants

Name of Hosting Organization:

Cleveland Council on World Affairs

Internship Role Title:

Marketing Intern

Industry Classification

Nonprofit

Internship Category

Education

Nonprofit Management

International Relations

Number of roles available:

1

Available to (select any that may apply)

College Student

Graduate Students

Work Location (select any that may apply)

100% In-person

Internship Work Address:

812 Huron Rd E, Ste 620
Cleveland, OH, USA, OH, 44115

Many of applicants utilize public transportation. Is the work location accessible by public transportation?

Yes, the work location is accessible by public transportation (Bus/Train)

Mission of Hosting Organization

Our mission is to inspire engagement in international affairs and world cultures through education, citizen diplomacy and public dialogue.

How does this internship role support the mission/purpose of the organization

The intern will get to help our marketing and development team advertise our organization, as well as help spread the work about our amazing programs further spreading our mission to inspire engagement in international affairs.

What functions within the organization will the intern be working with? For example, this role will work with Staff Counselor, Finance Staff, and Operations Team

Development Department and Managing Staff

Will there be additional networking opportunities within the organization for the intern to gain expose to other roles and functions.

They will get to network with the other summer interns, as well as the other staff at the organization.

Anticipated Start Date	Monday, June 2, 2025
Anticipated End Date	Friday, August 22, 2025
Total Number of Weeks for the internship:	11
Total Number of hours per week the intern is expected to work:	16
Workday starts at: (start time or flexible)	10:00am
Workday ends at: (start time or flexible)	5:00pm
Host Organizations website:	https://www.ccwa.org/
Hiring Contact Name	Grace Blanchard
Hiring Contact Email	gblanchard@ccwa.org
Mentor Name	Grace Blanchard
Mentor Email	gblanchard@ccwa.org

Internship Summary

This internship will specifically focus on supporting the marketing, social media, and other outreach activities of CCWA. CCWA produces weekly newsletters and conducts social media outreach to promote its programs and its work/mission in the Cleveland community. The intern will be expected to conduct an analysis of current social media impact and offer creative ideas on how to improve social media, website, and other marketing content.

Essential Responsibilities of this role?

With guidance from supervisor, the Marketing Intern will have the following responsibilities:

- Create a weekly summer newsletter campaign around a relevant theme.
- Create social media templates for the various CCWA programs.
- Analyze the impact of CCWA's social media efforts (data on post hits, growth in followers, etc.). This analysis will be compiled into a formal report at the end of the internship. If possible, the report will include suggestions for how to increase social media following.
- Review CCWA's website and update web content, where necessary. This may include the creation of new webpages.
- Draft marketing materials related to the summer campaign (around theme to be determined) and/or related to other CCWA activities.
- Assist with letters and mailings.
- Assist with foundation research.
- Assist with database management.

Skill Development Opportunities

Communication Skills

Interpersonal Skills

Time Management

Creativity

Work Ethic

Leadership Skills

Knowledge and skills required for this role

- Have experience with social media
- Possess strong written communication skills
- Have an interest in creative work
- Possess excellent interpersonal skills and be a supportive team player;
- Be detail oriented and able to correctly proofread materials
- Possess superior computer skills (Microsoft Office, specifically Excel, PowerPoint, Canva, and/or Publisher). Familiarity with CRM database is an asset.

What does success look like for the intern at the end of the summer

Success would be that the intern has successfully:

- Created a weekly marketing campaign
- Created social media templates
- Produced a report on social media impact
- Reviewed and updated the website, where necessary
- Worked well with all of the program teams in creating marketing templates

Prepared by:

Maria Crowder

Date

Wednesday, December 11, 2024